## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

	APPLICANT(S)	:	Calabria et al.
	TITLE	:	SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT
	APPLICATION NO.	:	10/743,520
	FILED	:	December 19, 2003
	CONFIRMATION NO.	:	7681
	ATTORNEY DOCKET NO.	:	XERZ 2 00688 D/A3360Q1
Commissioner for Patents U.S. Patent and Trademark Office Alexandria, VA 22313-1450			
EFS TRANSMITTAL LETTER			
Dear Sir:			
In connection with the above-identified application, transmitted herewith are the following:			
	which claims Priority to App. No.: filed:  Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i)	file	PTO Form 1449 and 6 References (1 enclosed)  Response to Notice to File Missing Parts  Amendment (due: ) and   Amendment Transmittal Letter  Petition for Month Extension of Time  Response to Notice to File Missing  Requirements  Response to Restriction Requirement  Petition Specify Type  Notice of Appeal  Appeal Brief  Issue Fee and   Publication Fee  Other:
<ul> <li>○ One or more fees may be paid via credit card through the electronic filing system (EFS-Web) in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.</li> <li>○ Should any extensions of time under the provisions of 3T CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.</li> <li>○ This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).</li> </ul>			
	May 18, 2009 Date		Hom Win M

Alan C. Brandt, Reg. No. 50,218